

Oral Communication

Quarter 2 – Module 3:

Principles of Effective Speech Writing



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Development Team of the Module

Writer: Catherine L Rubillar

Editor: Lucia M. Sunga

Reviewer: Divilyn M. Rodriguez

Illustrator: Angel De Gracia

Template Developer: Neil Edward D. Diaz

Management Team: Reynaldo M. Guillena

Jinky B. Firman

Marilyn V. Deduyo

Alma C. Cifra

Aris B. Juanillo

May Ann M. Jumud

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Department of Education – Davao City Division

Office Address: Elpidio Quirino Avenue, Poblacion District, Davao City, 8000
Davao del Sur

Telefax: (082) 224-3274, (082) 222-1672

E-mail Address: davao.city@deped.gov.ph

Oral Communication in Context

**Quarter 2 – Module3 :
Principles of Effective Speech
Writing**

Introductory Message

For the facilitator:

Welcome to the Oral Communication Grade 11 Alternative Delivery Mode (ADM) module on **Principles of Effective Speech Writing**.

The activities in this module are arranged sequentially to help the learners understand the topic and develop the desired skill or learning competency.

As a facilitator, you are expected to orient the learners on how to use this module. You also need to keep track of the learners' progress while allowing them to manage their own learning.

Remind the learner that if there are things he/she doesn't understand, he/she must not hesitate to call for your help and assistance.

For the learner:

Welcome to the Oral Communication Grade 11 Alternative Delivery Mode (ADM) module on **Principles of Effective Speech Writing**.

The activities in this module are arranged sequentially to help you understand the topic and develop the desired skill or learning competency.

As a learner, you must learn to become responsible of your own learning. Take time to read, understand, and perform the different activities in the module. If there are things you don't understand, do not hesitate to call your facilitator / teacher for assistance.

The following are some reminders in using this module:

1. Use the module with care. Use a separate sheet of paper in answering the exercises.
2. Do not forget to answer *Let us Try* before moving on to the other activities in the module.
3. Read the instructions carefully before doing each task.
4. Observe honesty and integrity in doing the tasks and checking your answers.
5. Finish the task at hand before proceeding to the next.
6. Return this module to your teacher/facilitator once you are through with it.

We hope that you will find meaningful learning as you go through the different activities in this module.



Let Us Learn!

This module was designed and written with you in mind. It is here to help you master the principles of effective speech writing!

The scope of this module permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary level of students. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the textbook you are now using.

After going through this module, you are expected to:

1. identify the principles of effective speech;
2. differentiate the stages or processes in speech writing; and
3. plan and evaluate a speech.



Let Us Try

Directions: Read the following statements. Write your answer on a separate sheet of paper.

1. The following statements are true about speech writing, **except one**:
 - a. Choose the subject and topic as the first step in speech writing.
 - b. Differentiate subject and topic.
 - c. Sourcing the information is not anymore needed in speech writing.
 - d. After knowing the types of speech according to purpose and delivery, you are now ready to write a speech.
2. The following statements are true about speech writing, **except one**:
 - a. An outline determines whether your supporting ideas match your main idea or not.
 - b. Any speech should include an introduction, body and conclusion.
 - c. In the introduction, you explain the importance of your topic by giving examples.
 - d. Knowing the audience and the occasion is crucial in writing a speech.
3. The following statements are true about speech writing, **except one**:
 - a. Writing a speech also follows a process.
 - b. Speech writing is never a recursive process.
 - c. Audience analysis is a key factor in writing an effective speech.
 - d. Conduct an audience analysis before preparing a speech.
4. It is considered as the heart of the speech – it takes the longest to get through.
 - a. Body
 - b. Introduction
 - c. Recommendation
 - d. Conclusion

5. It is a part of the speech which is composed of three sections: main points, sub-points, and evidence.
 - a. Body
 - b. Introduction
 - c. Recommendation
 - d. Conclusion
6. It is a component of the speech writing process that entails looking into the profile of your target audience.
 - a. audience analysis
 - b. situation
 - c. outline
 - d. purpose
7. The purpose for writing and delivering a speech can be classified into three categories in this acronym IEP which stands for:
 - a. to inform, to entertain, to persuade
 - b. to inform, to educate, to persuade
 - c. to inform, to enhance, to promote
 - d. to inculcate, to entertain, to push
8. It is the part of the speech that contains the focal point of the speech.
 - a. body
 - b. introduction
 - c. recommendation
 - d. conclusion
9. This is the hierarchical list that shows the relationship of the ideas in a speech.
 - a. graphic organizer
 - b. table of content
 - c. glossary
 - d. outline
10. This provides explanations, examples, or details that can help the speaker deliver his/her purpose and explain the main idea.
 - a. body
 - b. recommendation
 - c. subject
 - d. conclusion
11. It is the foundation of your speech.
 - a. introduction
 - b. quotation
 - c. subject or topic
 - d. conclusion
12. This restates the main idea of a speech.
 - a. introduction
 - b. topic
 - c. recommendation
 - d. conclusion

13. To brainstorm your topics, the following are great principles **except one**:
- a. assess you classmates' performance
 - b. personal inventory
 - c. internet search
 - d. clustering
14. The following are things considered in giving the introduction, **except**:
- a. Report an important point.
 - b. State the topic.
 - c. Relate to the audience.
 - d. Get audience's attention.
15. In outlining and organizing the speech content, you have to write the main points in complete sentences.
- a. True
 - b. False
 - c. It's not necessary at all.
 - d. It's not needed.

Lesson

1

Principles of Effective Speech

You have witnessed a valedictory speech of your friend, who just had graduated his Senior High School. You were so excited that you imagine delivering your own speech as well. What will you do? How will you craft your own speech? You'll probably think to include all the happy memories in your high school life and put everything into writing.

Subsequently, you are certain that there are considerations in planning your speech and on how deliver it accordingly.

After knowing the language form and its context in the previous module, you are now ready to plan and evaluate a speech. To do this correctly you have to observe steps in speech writing.



Let Us Study

Activity 1: Free Writing Response

Directions: Below is a copy of a speech by Kimwell Boy Cortez, with Highest Honors CPNHS SY 2019-2020. You are going to read it carefully then you will assess the speech by answering the questions that follow.

Valedictory Speech of Kimwell Boy Cortez

Knowing is different from understanding, living in this world full of uncertainty it is not enough that we only know what is life we need and we must understand life and what it has to offer. Simply because it is the most fundamental and essential way for us to be able to live life to the fullest. Those lines sound like any other introductory lines of mine whenever I join extemporaneous speaking contest. As I assess myself throughout my senior high journey, I found out that I am somehow living my life with such vital principle.

Yes indeed to know something is never ever the same with understanding something, most especially life. To only know life or shall I say to only know that you are living limits you on taking higher and brighter horizons. I will never be ashamed of accepting the fact that I was once imprisoned inside the cave of agony because I only knew life, I did not understand it. I was just like you anybody else, perfectly imperfect. And my perfect imperfections lead me to a much darker side of the road: mistakes, failures, pain, anxiety, regrets and many more name it, I've been there. And it was never a lie and I was never ashamed that I had hurdled depression: the lowest low of my life. Thanks to god almighty for leading me out of the darkest road. That was the time that I truly and sincerely understand life and that was the most triumphant moment of my life. It is one million times significant than these awards, than being a valedictorian.

After being triumphant against depression, I urge myself to run as the Sangguniang Kabataan Chairman of Brgy. Catalunan Pequeno as I see that my barangay needs someone who is capable not only of leading but also someone who is capable of inspiring my co-youth: the hope of today not the hope of the future. Unfortunately, I lost the battle because of many factors- I did not have enough funds because we are just poor and because we are poor many had thought that my intention is the salary/honorarium that an SK Chairman will be receiving, aside from that I was rumored crazy because I had faced depression they never see the real intention of mine aspiring for that position. I was in pain and in tears but I humbly accept the fact I lost that certain battle with the realization that the world is cruel and life is full test and if you will focus to world's cruelty and to life's unending test you will never ever experienced life itself.

With that I am very certain that it is the plan of our Almighty God that I will continue life and my quest for education that is why he led me back to Catalunan Pequeno National High School. You know what guys, I was never a part of the student council before, I run as the SSG Vice President for the school year 2008-2009 but I lost and that's it, I never participated any interschool competition even in the cluster level, my name was never written in the school publication and I was not part of batch's top 10 honor student but that time honestly I prayed for it, I wanted it. Yes, being part of the SSG even more being the president of the organization, being able compete and represent the school in a competition, having my name written in the school publication was just a dream but you made it all come true, Catalunan Pequeno National High School finally made it come true. Yes, I did not make it come true, you made it come true because of your trust and undying support and love. But those opportunities, awards and rewards were just supplementary of my enormous happiness. Why? It is because what make me so

much happy is the relationships that I had with different individuals that made my senior high journey extra-ordinary. Each and every one of you played a vital role my success and growth and I hope I did the same thing to your being.

Finally, my entire senior high journey teaches me three important lessons. First, know the core of your life's existence. Second, behind the hostility of the world always look at the glass half full not half empty. Lastly, awards, rewards and worldly things are just supplemental what is essential is the relationship we made with every individual we met on our life's journey.

1. What did the speaker consider more significant than being a valedictorian? Why?
2. What are the factors that contributed to the speaker's political setback?
3. What details about his life can his audience learn from him?
4. What was the secret dream of the speaker during her high school days?
5. What are the inherent lessons the speaker learned from his/ her high school experience?

Battling Nerves and the Unexpected



One of your biggest concerns about public speaking might be how to deal with nervousness or unexpected events. If that's the case, you're not alone—fear of speaking in public consistently ranks at the top of lists of people's common fears. Some people are not joking when they say they would rather die than stand up and speak in front of a live audience. The fear of public speaking ranks right up there with the fear of flying, death, and spiders (Wallechinsky, D., Wallace, I., & Wallace, A., 1977).

But if you are prepared in your speech you can definitely beat the battling nerves, you will be guided the following principles of writing hence is the process of designing and delivering a message to an audience. Obviously, if you know your speech well the less is your affective filter.

The cited speech above undertook planning. Just like events planning, writing an effective speech follows certain steps and principles. We will understand it step by step.

The following are the components of the speech writing process:

- a. **Audience analysis** includes the profile of your target audience such as demography, situation, and psychology.
- b. **Purpose** is classified into three: to inform, to entertain, and to persuade.
- c. **Topic** is the focal point of your speech which can be determined once you have decided on your purpose.
- d. **Specific** (narrowed-down) **topic** means making your main idea more specific and focused.
- e. **Data gathering** is the stage where you collect ideas, information, sources, and references relevant or related to your specific topic.
- f. **Writing pattern** is the structure that will help you organize your ideas related to your topic.
- g. **Outline** is the hierarchical list that helps you see all the ideas are in line with your main idea.

Knowing these principles, will not make you the best speaker now, even if you are one of the fortunate few who don't typically get nervous when speaking in public, it's important to recognize things that can go wrong and be mentally prepared for them.

On occasion, everyone misplaces speaking notes, has technical difficulties with a presentation aid, or gets distracted by an audience member. Speaking confidently involves knowing how to deal with these and other unexpected events while speaking. Let's try to decipher Principle 1 Audience Analysis in our next activity.

Activity 2: Evaluate Me

Following the speech writing process, evaluate the speech of Kimwell's Valedictory Address by filling up the chart below. Write your answers on a separate sheet of paper.

Key Words	Questions	Answer
Analysis	Who is the audience? What is the occasion?	Examples : Graduates, Parents, Teachers Graduation ceremony
Understanding	What is the audience knowledge about the subject?	
Demographics	What are the age group, educational background, and other demographic profile of the audience?	
Interest	Why are they attending the program?	

Environment	Where will the program take place?	
Needs	What do you think are the audience needs associated with the program?	
Customization	What specific interest is being address to the audience?	
Expectations	What does the audience expect to learn from the speech?	

The keywords in the table above summarize the valedictory speech.

Speech writing is an art of conveying a message to your audience. The reason for writing is to inform, to explain, or to persuade. In speech writing, there are three major components to any presentation.

I. Introduction

In this part, the speaker sells the idea to the audience so they'll want to listen. The first few minutes of a speech are very important. It is usually 10% of your entire speech.

A. Get audience's attention

- Share a brief story or example that directly relates to the speech.
- Mention a startling statement, statistic or fact.
- Start with a question, quotation, or familiar saying that has to do with the topic of the speech.

B. State the topic

C. Relate to the audience

- People pay attention to things that concern them.
- You might refer to a common experience, fear, or situation with which everyone is familiar.
- Challenge the audience with a question, invitation or quiz.

D. Preview main points

- Simply list the points in the order they will be presented.

II. Body

The body includes the main points of your message. It is 80% of your speech.

Tips on how to write the body:

- Select three main points you want to emphasize.
- A point can be expressed in many different ways.
- Repeat an important point before moving on to discuss another point.

- Use transitions to connect parts of the presentation. Transitions are words or phrases that allow you to move smoothly from one point to another. This ACRONYM is a great help in using transitions (THINFLAT - Therefore, In fact, Likewise, Actually, Thus)
- Use stories, personal experiences or humor to add interest and reinforce each point.
- Picture words help individuals visualize what you say and keep the listener interested.

Main Point 1:

Main Point 2:

Main Point 3:

Conclusion

The speaker wraps up by summarizing the main points the audience needs to keep in mind. Just as first impressions are important, the same is true of final ones!) It is 10% of your speech.

- A. Signal the close of the speech by using a simple transition sentence that lets the audience know the speech is nearly finished.
- B. Reinforce the main points by reminding the audience about the most important things they have just heard.
- C. End strongly
 - Use a brief story, example, or quotation.
 - Or, encourage the audience to do something to follow up on what they have just heard.
 - Sometimes it is helpful to mention where additional information can be obtained.



Let Us Practice

Activity 3: Plot Me

Directions: Read the transcript from the speech of Lilyrejane Q. Medalla and answer the questions that follow.

Give Power and Light

A speech featured in Hedcor's Magazine

By: Lilyrejane Q. Medalla

I am one of the lucky students of Catalunan Pequeno National High School who have been given a chance to participate in the Shadow Program of Hedcor. For me, it truly was the most remarkable experience in my life.

Stepping into Hedcor, I found the headquarters to be huge, with different outstanding professionals. Stepping into the building for the first time, I felt anxious. For someone young and new in such company, it was scary. Later, I felt at ease when I became the "shadow" of Mr. Jefferson Ultado. A "shadow" is someone that follows its host around- exactly what I was bound to do. But as a shadow, I was not to be meaningful, I was to be trained. This is how I experienced how great and welcoming people of Hedcor are.

At that time, my willingness to serve people and become an agent of change for the better heightened. During the program, I have experienced the complex yet the fun and fulfilling part of doing fieldwork. I was able to join the turn-over of health equipment to a health center in Davao Del Sur, which filled my heart with joy after seeing the smiles of the people. Each day, I was being exposed to the very freezing air conditioner of the building, but also surrounded by the warmth of the people around me... they were just generous and humane.

This coming school year, I will be in my final year as a Humanities and Social Sciences strand under the Academic track. Undeniably, the exposure that Hedcor had provided helped and guided me in this strand. I am amaze and inspired by the excellent services they give to people, and with this, I realized the beauty of Humanity.

After the exposure, I have reflected that I am the shadow of my own; and like Aboitiz companies that give power and light, I am the only one who can give light to myself and for my future. Therefore, the experience contributed greatly in knowing myself more and in choosing what really my heart desires.

Furthermore, in the field of work or anywhere, good character and personality that affect the holistic being of an individual are indeed very essential in service. Truly, I have a lot of experiences to share about the Shadow Program of Hedcor. Through this account, I wish to express my deepest gratitude to the people behind the implementation and fulfillment that I have and will be having, as well as the positive change that will be imparting to the community.

The shadow program of Hedcor can help in excellent ways those who are young and undecided about what to pursue in life. It also motivates more those who are already decided in what track and strand to take before going to college.

Lilyrejane Q. Medalla delivered this speech during the HEDCOR (Aboitiz) Corporate Social Responsibility MOA signing with the President and Chief Operation Officer Carlos Ramon Aboitiz

Component	Questions	Answer
Introduction	<ul style="list-style-type: none">• How did she hook the audience and capture his or her attention• What is the topic sentence of the speech?	
Body	<ul style="list-style-type: none">• What is the topic all about?• What are the main points?• What are the transition words and phrases help move reader from one idea to the next (Ex: also, in addition, another reason, etc.)	
Conclusion	<ul style="list-style-type: none">• How did the speaker reinforce the main points in reminding the audience about the most important things they have just heard/read?• How did the speaker end the speech?• What did the speaker use to end the speech: a brief story, example, or quotation?	



Let Us Practice More



Activity 4: Map Me Introduction Worksheet

Directions: Pretend that you were the SSG President of the school. You are tasked to deliver a speech during the Parent's Day celebration. Use this worksheet to outline your speech. Write your answers on a separate sheet of paper.

What is the general purpose of your speech: to inform, to persuade, or to entertain?

What is your specific purpose?

Which attention-getting device do you plan to use?

How will you link your attention-getting device to your actual topic?

Why should your audience listen to your speech?

What is your thesis statement?

What are your three main points that you will include in the body?

Point 1

Point 3

How will you end your speech?

Delivering the Speech:

How will you establish your credibility during the speech in terms of the following?
Competence

Trustworthiness

Rapport with the audience



Let Us Remember

Activity 5: Complete Me

Directions: Complete the following statements about what you have learned about speech writing.

1. Writing a speech also follows a _____.
2. _____ is a key factor in writing an effective speech
3. A speech has a _____; it is composed of an introduction, a body, and a conclusion.
4. Speech writing is a _____ process.
5. Speech writing introduces the students the concept of _____.
6. Preparing an _____ is important because it forms the foundation of the student's speech.
7. Outlining gives students a _____ of how a set of logical and organized processes has to be done to achieve a goal the same way a speech is written.

8. An outline keeps the _____ coherent and cohesive.
9. In _____ writing, patterns in developing ideas must be followed.
10. Transitions are signposts to _____, so they can keep track the ideas.



Let Us Assess

Multiple Choice. Choose the letter of the correct answer. Write the chosen letter on a separate sheet of paper.

1. What is the speech writing principle that includes the profile of the target audience?
 - a. purpose
 - b. topic
 - c. outline
 - d. audience analysis
2. The profile of your target audience includes demography, situation, and _____.
 - a. psychology
 - b. physiology
 - c. pathology
 - d. physics
3. It is the pattern which helps organize ideas related to your topic.
 - a. speech pattern
 - b. writing pattern
 - c. patterning
 - d. outlining
4. Which of the following can be determined once you have decided the purpose?
 - a. outline
 - b. topic
 - c. data gathering
 - d. informing
5. Which is an appropriate way of ending the speech?
 - a. State the topic.
 - b. Use a quotation.
 - c. Reinforce the main points.
 - d. Use personal experiences and reinforce each point.
6. The following expressions are transition which allows the speaker to move smoothly from one point to another, **except**:
 - a. Therefore
 - b. In fact
 - c. Definitely
 - d. At this point
7. The stage where the speaker wraps up by summarizing the main points the audience needs to keep in mind.
 - a. attention getting
 - b. conclusion
 - c. main point
 - d. introduction

8. What keyword will answer the question: What is the audience knowledge about the subject?
 - a. understanding
 - b. analysis
 - c. environment
 - d. needs
9. These are the best ways of getting the audience attention **except one**:
 - a. Share a brief story or example that directly relates to the speech.
 - b. Mention a startling statement, statistic or fact.
 - c. Start with a question, quotation, or familiar saying that has to do with the topic of the speech.
 - d. Start with a joke.
10. The introduction is how many percent of one's speech?
 - a. 10-15%
 - b. 5-10%
 - c. 8-15%
 - d. 0-2%
11. During this stage, speakers attempt to impart the general and specific purpose of a speech while making their audience members interested in the speech topic, establishing their own credibility, and providing the audience with a preview of the speech structure.
 - a. transition stage
 - b. conclusion
 - c. introduction
 - d. body
12. Which best explains why the first few minutes of a speech are very important?
 - a. It speaker gives the recommendation.
 - b. It drives home the message of the speech.
 - c. It contains the important points of the speech.
 - d. The speaker sells the idea to the audience.
13. Which component of speech includes the main points of your message?
 - a. conclusion
 - b. body
 - c. introduction
 - d. audience Analysis
14. To brainstorm your topics, the following are great principles **except one**:
 - a. assess you classmates' performance
 - b. personal inventory
 - c. internet search
 - d. clustering
15. In analyzing your audience, the following is a very good outline except one
 - a. culture
 - b. gender
 - c. religion
 - d. relationship status



Let Us Enhance

Brainstorm a list of topics for an informative or persuasive speech. By yourself, identify the kinds of information you need about your audience in order to make ethical decisions about how you approach the speech.

Make a list of values or opinions you have that might not conform to popular views.

Why might these be important for a speaker to know before attempting to inform or persuade you?

Pretend you have been asked to give a speech about *Coping up Livelihood COVID-19 Pandemic* in your barangay. What audience beliefs, attitudes, values, concerns, and other variables should you consider?

List of values or opinions you have that might not conform to popular views	Important reasons for a speaker to know before attempting to inform or persuade you?	List of audience beliefs, attitudes, values, concerns, and other variables should you consider?
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.



Let Us Reflect

Speech writing is an art of conveying a message to your audience. The reasons for writing are to inform, to explain or to persuade. Through this skill, communication is served well.



Answer key to Activities

Let us try

1. D
2. A
3. B
4. B
5. A
6. A
7. B
8. A
9. D
10. A
11. C
12. A
13. B
14. A
15. D

Let us assess

1. C
2. C
3. C
4. B
5. B
6. C
7. A
8. B
9. D
10. A
11. A
12. D
13. A
14. D
15. A

Let us Enhance – Varied answers

1. process
2. audience analysis
3. structure
4. recursive
5. planning
6. outline
7. preview
8. speech
9. speech
10. audience

Activity 5

Activity 4 – Varied Answers depending on the choice of topic

- Activity 3 – Varied Answers
- f. give inspiration
 - e. may vary
 - d. may vary
 - c. Attend the graduation
 - b. Age/Educational Background
 - a. General Knowledge and Background Idea
- Activity 2 –
- Activity 1 – Varied Answers



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For inquiries or feedback, please write or call:

Department of Education– Region XI Davao City Division

Elpidio Quirino Avenue, Davao City, Davao del Sur, Philippines

Telephone: (082) 224-0100 / 228-3970